

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



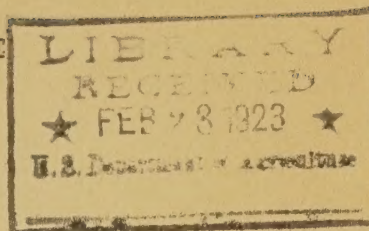




19  
Ex 4 Le

COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

LETTERS FROM LEADERS IN EDUCATIONAL WORK



Telegram from Andrew  
M. Soule, Pres.  
Georgia Agricultural  
College, Athens, Ga.,  
to Sec'y Wallace,  
Dec. 9, 1921.

"Saw department exhibit at International Chicago.  
Could we possibly secure this for our short course and  
marketing conference to be held at College January twenty-  
third to twenty-eight. Please wire answer."

Letter from R. A.  
Pearson, Pres. Iowa  
State Agricultural  
College, Ames, Iowa,  
Dec. 5, 1921, to  
Sec'y Wallace.

"I want to congratulate you on the Department ex-  
hibit at the International Livestock Show in Chicago. It  
was practical, interesting and instructive. I hope we can  
have at least a part of it here for our Short Course in  
mid-winter."

From letter of E. A.  
Livesay, Professor  
of Animal Husbandry,  
University of West  
Va., Morgantown, W.Va.,  
to Mr. Arthur Semple,  
B. A. I.

"The Bureau of Animal Industry is certainly to be  
commended upon their exhibit at Chicago this year. I be-  
lieve it was the most practical exhibit I have ever seen  
sent out from the U. S. Department on any branch of their  
work. There certainly were many features which the average  
farmer could make use of on his farm, and I know a great  
many would."

From letter of Director  
Christie to Mr. Pugsley,  
dated April 19, 1922.

"The exhibit of the Department for 1921 was a won-  
derful demonstration of the great progress that is being  
made in agriculture. In this exhibit there was help for  
every farmer and there were suggestions for city people.  
The exhibit emphasized the great work that is being ac-  
complished by educational agencies and brought great  
credit not only to the U. S. Department but to all affili-  
ated institutions."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Letters from leaders in educational work.

Letter from Director Newell  
to the Manager of the Fla.  
State Fair.

"We are very much impressed with the very in-  
structive and comprehensive nature of the dairy ex-  
hibit, and I do not hesitate to say that we would  
like very much indeed to see this exhibit at the  
State Fair the coming fall. While the University is  
not in a position to pay any part of the cost of  
bringing the Department's dairy exhibit to Florida,  
we nevertheless hope it will be possible for your  
Fair Association to secure it."

Letter to T. R. Pirtle from  
A. C. Ragsdale, June 26, 1922,  
regarding Holstein-Friesian  
Convention, Kansas City, Mo.

"After getting home from Kansas City and get-  
ting caught up with things somewhat I want to express  
to you my appreciation of the manner in which you  
handled the Government exhibit at the Holstein Con-  
vention in Kansas City. I believe that everyone was  
especially well pleased with the exhibit."

Letter from R. B. Stoltz, Ohio  
State University, Columbus,  
dated Feb. 27, to Dairy  
Division.

"I am writing to inquire if it would be pos-  
sible for us to borrow a portion of the splendid ex-  
hibit which was at the last National Dairy Show in  
St. Paul, for our Ohio State Fair, which will be held  
the last week of August."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVESTOCK EXPOSITION - 1922.

Letters from leaders in educational work.

Extract from letter from  
Joseph M. Vial, Horse Ex-  
tension Specialist, Penn.  
State College, dated  
December 13, to Exhibits.

"At the International in Chicago this year, I was impressed by the U. S. Department of Agriculture Horse Production display and am writing to see if it would be possible for us to secure this same display for our booth at Harrisburg. Our Department will gladly pay all charges, such as freight, express or other charges to and from the show."

Extract from letter from  
Director Christie, Purdue  
University, LaFayette, Ind.,  
dated Dec. 19, commenting on  
International at Chicago.

"The exhibit of the Department of Agriculture was the best that has yet been made and attracted unusual attention. The people were highly pleased and received much good from these exhibits. Your people are simplifying the exhibit, putting the story in direct form and reaching the average mind in a better way. You are to be congratulated on this effort. We will hope that plans can be made for your exhibit for another year."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1922.

Letters from Leaders in Educational Work.

Extract from letter from  
Prof. F. W. Atkeson, Dept.  
of Dairy Husbandry, Un. of  
Idaho, Moscow, dated Dec. 8,  
to the Assistant Secretary,  
commenting on the 1922 dairy  
exhibit.

"I want to take this opportunity to express to you my opinion of the government exhibit which was on display. I cannot find words to express to you my appreciation of this wonderful piece of work. My greatest regret after going through this was that it could not be put in a form so that each county in Idaho and in fact each county in every state in the Union could have one. I believe this would do more to thoroughly convince dairymen along this line than anything I know of and in fact I think so much of it that I would like to have our students who were unable to attend such shows see it. I would also like this for use in our extension work among the farmers. Therefore, I am asking you to send us a set of pictures of this exhibit with any literature appertaining thereto, and we will make up a set of lantern slides from them giving credit to the U. S. Department of Agriculture, or if you have them already made up, we would be pleased to pay the charges. This is one way in which we can get before more people and this is too valuable information nicely prepared not to take every opportunity of presenting it to the people."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
NATIONAL DAIRY SHOW - 1921

EDITORIALS IN FARM OR TRADE PAPERS

"The Dairy Record,"  
Oct. 26, 1921,  
St. Paul, Minn. •

"The Dairy Record always has endorsed the work of the Dairy Division of the U. S. Dept. of Agriculture, has tried to show its importance, and has only regretted that it could not be carried on further and under forms that would give the Division the public credit to which it is entitled, and which would increase its standing and usefulness. Always it has seemed to us that the Dairy Division has no chance to come before the American dairy industry in a manner befitting its importance.

"It was therefore a great satisfaction to see the excellent use made of the opportunity presented the Division at the recent National Dairy Show, where, for once, its exhibit was not stuck away somewhere in some side space not wanted by anybody else, but occupied space equally as prominent as that of commercial exhibitors. And fortunately the real farmers and the creamerymen really in need of help were there in large numbers to see and learn. The lessons on better breeding and feeding, on supply and demand, on market service (by the Bureau of Markets) and on other subjects bearing on the prosperity of the dairy industry, were brought home to every one in attendance, and without a doubt, will bear fruit.

"But the most striking feature of the whole Government exhibit was the general arrangement, the ingenuity displayed, the care to avoid unnecessary expense, the evident study supporting each demonstration, and the exceedingly practical manner in which the whole undertaking was carried out. We hope that many of those who got the lessons in better dairying and better marketing from this Government exhibit, also got the lessons of Government efficiency displayed in the plan and arrangement - a degree of efficiency not surpassed in the arrangement of any commercial exhibit.

"The Dairy Division, and the Bureau of Markets, too, rendered the dairy industry a real and lasting service by their exhibits at the National Dairy Show, in gaining public support for their work by the showing of skill, efficiency and executive ability on the part of the Government men, of which the whole undertaking was a forceful advertisement."

"Dakota Farmer,"  
Nov. 14, 1921.

"Ever since the National Dairy Show we've had a better opinion of the U. S. Dept. of Agriculture. Previously we were inclined to believe that the Dept. of Agriculture was a great organization for the collection of agricultural information, but not an organization for the dissemination of such information. That was our attitude. But we were wrong.







We made the discovery at the National Dairy Show that the U. S. Dept. of Agriculture, at least its dairy department, does attempt to carry useful information which they collect from one set of farmers back to another set of farmers. This they did at the National Dairy Show through a remarkably complete representation of the work they are doing. Cow testing associations, use of purebred sire, cost accounting, etc., each topic was featured in a separate booth. They had a series of over 20 booths.

"The exhibit told its series of stories in an unusually impressive way because the panels and models and pictures were so well done from an art standpoint and because the story of each booth was so clear, definite and effective. The exhibit was the joint work of the Dairy Division and the Division of Exhibits with good cooperation from several other units. If a suggestion could be made for the future, it would be that the food values and uses of milk be added to this exhibit. The exhibit was located on the balcony of the main building where it was seen and easily visited by everyone at the show. In an exhibit of this kind, where space is commercially valuable, the location of an exhibit is always a serious question, but there was a general feeling, voiced by the public and exhibitors alike, that the unusual excellence and unusual value of the Government exhibit would entitle it in the future to an even better location than it had this year."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921.

EDITORIALS IN FARM OR TRADE PAPERS

"The Ohio Farmer,"  
Dec. 10, 1921.

"The U. S. Department of Agriculture exhibit represented a new high mark for government exhibitions. Attractiveness, forcefulness and simplicity were the keynotes which got the lessons home. Chief interest was manifest in the exhibit on yards and appliances and sanitation for hogs. The whole exhibit was lifelike, and the hogs were fat and contented, showing they appreciated good surroundings as well as the gaze of thousands of visitors. Individual hog-houses for farrowing, with a hinged roof on one side for sunlight and with the home-built shade shelter, were occupied by a sow and litter. The shelter was constructed out of a few posts set upright across which poles were laid, these being covered with brush and then straw. Interest also centered in the barrel self-waterer, the self-feeder, built to handle corn, digester tankage or soybeans, salt and mineral feed, and the open trough and feeding floor."

"The Field,"  
January, 1922.

"An exhibit has been shown each year by the Department, but this year, the Government men broke away from precedent and turned out a series of lessons in practical animal husbandry which were a credit not only to them but to the livestock industry of the Nation which they represent. It was prepared on short notice, only five weeks time having been spent on it. Every branch of the Department which comes into touch with the meat animal and horse industry had a share in it, and those who are prone to criticize the workings of Uncle Sam may well consider the fact that the Department worked as a unit on this exhibit and not a bureau name appeared anywhere except in some old material at the back of the room which got in by default."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Editorials in Farm or Trade Papers.

Editorial from Creamery  
and Milk Plant Monthly,  
March, 1922.

"There has been some discussion of late about modifying the character of the National Dairy Show in such a way as to make it more of an educational agent for the general public, the idea appearing to be that the great machinery exhibit should be centered around a Government exhibit completed so as to afford to the consumer a complete visualization of the production not only of milk but of the various milk products as well. It is well to know that the nucleus for such an exhibit is already in existence. The United States Department of Agriculture possesses an exhibit which has been prepared partly for general publicity and is being shown at various dairy shows. We are beginning in the present issue the publication of a comprehensive description of this exhibit. In the language of that description "the United States Department of Agriculture has prepared a special exhibit to be shown in connection with dairy shows and other gatherings where dairy interests may be reached. The exhibit is entirely educational, and seeks to bring before the dairyman, the dairy manufacturer and the consumer, information and improved practices, which may prove beneficial in these lines of work. Incidentally, it is hoped that this exhibit will also bring to the public a better understanding of the work of the Department along dairy lines."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

LETTERS FROM LEADERS IN EXTENSION WORK

From letter of F. C. Nun-  
nick, Chief Officer,  
Div. of Extension and  
Publicity, Dept. of Agri.,  
Ottawa, Ont., Can., to  
Office of Exhibits, Dec.  
1921.

"While in Chicago attending the International Live Stock Exhibition I had the pleasure of meeting Mr. Hiscox and Mr. Green and of looking over the exhibits in their charge. I was informed that photographs had been taken of each booth in the Federal exhibit. I am writing to ask if these have been developed and to say that if possible we would be glad to secure prints of each booth at Chicago and of each booth at the International Dairy Show."

From letter of J. B.  
Davidson, Chairman of  
Exhibits Committee,  
dated Feb. 6, 1922,  
to Mr. J. W. Hiscox,  
Letter from Ames, Iowa.

"I want to take this opportunity to express our appreciation of the cooperation extended to us in this connection. The exhibit was an important part of our Farm & Home Week and was generally appreciated. We also appreciate the cooperation and good work of Messrs Allen and McComas, who handled their work very satisfactorily."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Extension Work.

Excerpts from letter of K. L.  
Hatch, Asst. Dir., Agr. Extension,  
Un. of Wisc., dated February 8,  
1922.

"This college wishes to express its most sincere appreciation of your valuable service in making our Farmers' Week one long to be remembered. We sincerely trust that your contribution with those of others, will give to all Wisconsin a vision of the state's greatest industry and its future problems and responsibilities and we thank you for it."

Letter from Wilmon Newell,  
Director, University of Fla.,  
replying to query whether the  
1921 dairy exhibit would be a  
suitable one to send to Florida  
Fair.

"I am in receipt of your letter of July 7 concerning the dairy exhibit. It seems to me it would be a wonderful thing for the fair association to have this exhibit shown, and I am writing to Mr. B. K. Hanafourde, Manager of the State Fair at Jacksonville, and also Hon. J. C. Cooper, Jr., President of the State Fair Association, suggesting that arrangements be made for having a dairy exhibit if it is possible. Under separate cover I am sending you by registered mail the photographs of the dairy exhibit which you were so kind as to lend me. This is certainly a very comprehensive and valuable exhibit."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1922.

Extension Work.

Letter from C. A. Hutton,  
Extension Service, Agri.  
College, Tenn., dated  
Oct. 27.

"I wish to say that the dairy exhibit shown by the U. S. Department of Agriculture at the recent National Dairy Show was, in my judgement, the most interesting and the most valuable educational dairy exhibit which I have ever seen, and I feel that those in charge of designing and erecting the exhibit are to be congratulated on the outstanding features of this year's exhibit. I have attended all of the National Dairy Shows since 1912 with the exception of the ones held in 1917 and 1918 and have made careful study of the educational material shown each year. The exhibit put on this year has been very interesting and attractive and has certainly carried the message intended in a forceful way. We desire to secure this exhibit for use at the Tennessee State Fair in 1923."

Letter from Mary L. Hicks,  
Educational Director,  
Public Health Federation,  
Cincinnati, Ohio.

"I want to tell you how effective your exhibit at the National Dairy Show was and assure you that it is our earnest hope that when we undertake another Health Exposition, your way will be clear to prepare an exhibit for us."

Letter from Prof. G. C.  
White, Conn. Agri. College  
Stoors, Conn., to Dr. Larson,  
dated Oct. 30.

"I wish to comment on the very splendid exhibit which the Department prepared for the National Dairy Show. I believe that the Department has made as much advance along the line of educational exhibits as in any other phase of their activity in recent years. I think this undoubtedly is the most attractive and educational exhibit of its kind that I have ever seen."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

LETTERS FROM EDITORS OF AGRICULTURAL PAPERS

From letter of H. J.  
Waters, Mgr. Editor,  
The Weekly Kansas  
City Star, Kansas City,  
Mo., to Mr. Hiscox,  
dated Dec. 8, 1921.

"You are developing the Department exhibits  
along the right line. I don't think I have seen any-  
thing at the Exposition in years that has caused as  
much favorable comment as the change you have made  
along this line. I am writing an editorial on the  
Department's exhibits, and I shall send you a copy of  
the paper in which it is printed."

Letter from H. J.  
Waters, Mgr. Editor,  
The Weekly Kansas City  
Star, Kansas City, Mo.,  
to Mr. E. W. Sheets,  
Acting Chief, A. H. D.,  
Dec. 8, 1921.

"I still think of the wonderful exhibit you  
made for the Department at the International and in-  
tend to write an editorial about it in the near fu-  
ture."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVESTOCK EXPOSITION - 1922.

Letters from editors of agricultural papers.

Extract from letter from  
H. J. Waters, Managing  
Editor, Weekly Kansas City  
Star, to Mr. Pugsley, dated  
Dec. 22. He did not see  
the exhibit, but was im-  
pelled by the report of his  
staff correspondent to write  
commending the Department.

"I have heard a good deal of comment on the Department's exhibit at the American Royal Live Stock Show and the International Livestock Exposition. I had the good fortune to see the one at the American Royal, but because of the freight rate hearing in Washington I had to forego the privilege of seeing the one at Chicago which I understand was very much of an improvement over the one in Kansas City. Our staff correspondents, all old and experienced newspaper men, tell me that both the exhibits drew the crowds and that they heard much favorable comment from farmers, that the exhibit was effective and told the story convincingly. I feel that the Department ought to be congratulated for the excellence of its display and for its ingenuity in illustrating interestingly many dry altho important facts. We all hear so much of the other side of the things we do, I thought you might be interested in hearing this side presented and am thus writing you at this time."

Extract from letter from  
H. J. Waters, Managing  
Editor, Weekly Kansas City  
Star, commenting on exhibit.

"I regret exceedingly that I did not have the opportunity of seeing this exhibit. Mr. Collins tells me it is by far the most effective the Department has made and told the story most effectively. I am writing Assistant Secretary Pugsley of this opinion of Mr. Collins who is a discriminating judge of these matters and also of my own impressions of the exhibit at the American Royal at Kansas City.







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Letters from editors of agricultural papers.

Letter from G. H. Bedell,  
Pa. & Eastern Editor, The  
National Stockman and Farmer,  
Harrisburg, Pa., to Sec'y  
Wallace, Oct. 22.

"I want to take this opportunity of expressing to you my feeling regarding the educational exhibit which the Dairy Division of the U. S. Dept. of Agriculture had at St. Paul. I do not hesitate to state that it was the best exhibit which I have ever seen the government put out. It is hard to imagine how any exhibit could carry more concrete lessons in as simple and definite a manner as the exhibit did this year. From the standpoint of arrangement the material presented an artistic make-up and the harmony of all the facts. I feel that this year's exhibit was practically perfect. A proof of the interest in this splendid exhibit could be gained in no better way than by observing the interested crowd about the exhibit at all times. Folks who saw it went away and brought their friends to see it and they turned and told others. I am sure that no other individual exhibit attracted so much attention. It is to be hoped that so fine an exhibit can be used quite extensively in various sections of the United States."

Quotation from last paragraph of letter from Dan A. Wallace, Directing Editor of the "Farmer", to Mr. C. W. Pugsley on another subject.

"We had a splendid National Dairy Show here last week. In this connection I want to say that the exhibit made by the department was one of the hits of the show. It is really the first exhibit of the kind at any show where the people seemed to get the meat out of it."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

LETTERS FROM OFFICIALS OF LARGE FAIRS ESPECIALLY INTERESTED  
IN EDUCATIONAL EXHIBITS

From letter to Dept.  
from B. H. Heide,  
Sec-Mgr., Internation-  
al Livestock Exp.,  
Chicago, Ill., dated  
Dec. 23, 1921.

"I take this opportunity to compliment you and your department upon the wonderful exhibit staged at this year's show. Many of those in attendance referred to these exhibits in a complimentary way. The lessons you were endeavoring to drive home were staged in such an attractive way that even the most superficial were bound to carry off some helpful impressions which they will surely put to use in connection with their operations on the farm. Many of the leading agricultural journals in reporting the exposition dwelt on the high educational value of the exhibits staged by the Department of Agriculture. I know of no way in which you could have reached a great number of the real worthwhile stockmen and farmers of this country than through this institution, which nearly everyone identified with live stock and agriculture regards as the Mecca of this last mentioned industry. \*\*\*\*\* Again assuring you that the splendid spirit of cooperation of which you and your department gave evidence during the past year was greatly appreciated by the International Management, I am."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVESTOCK EXPOSITION - 1922.

Letters from large fair officials.

Extract from letter from  
Mr. Heide, Sec'y-Mgr.,  
International Livestock  
Exposition, dated Dec.18.

"Referring to the splendid exhibit made by the U. S. Department of Agriculture at the 1922 International Live Stock Exposition, I wish to congratulate you and your Department upon the attractive presentation of helpful lessons which I feel you successfully drove home to those in attendance at this year's show. This splendid exhibit not only attracted wide attention and received many favorable comments from the press, but was closely studied by the thousands who were in attendance at this year's International. I am certain that you succeeded in your effort to carry important messages through in this effective portrayal to the agricultural world. In conclusion I wish to compliment those in charge of the various exhibits on the patient attention given to the visiting public. In my opinion this exhibit was an effort well spent and one that will more thoroughly convince the public at large that the U. S. Department of Agriculture is putting forth earnest and studious efforts to improve agricultural conditions."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Letters from officials of large fairs.

Quotation from letter  
of E. S. Estel, Sec'y-  
Mgr., The Dairy Cattle  
Congress, Waterloo,  
Iowa. Letter dated  
Oct. 24, 1921.

"As a number of our directors expressed directly to your gentlemen in charge of the exhibit, we very much appreciated having had this splendid display. We feel that the exhibit was a very important feature of our show and that a great deal was accomplished by showing it, by bringing home the many truths to the thousands who saw it. I am pleased to advise you that the admittance at the show this year exceeded that of any previous year. We sincerely hope that cooperation we were enabled to give you was such that you will make this an annual event in your department."

Letter from D. E. Remy,  
Secretary, Wisc. State  
Fair, Feb. 8.

"With reference to the expense, we are willing to pay whatever is necessary to bringing the dairy exhibit and it will make no difference where it comes from. We also will agree to let this exhibit out Friday night or Saturday morning so that you can be ready for opening at the Michigan State Fair the following Monday morning."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1922.

Letters from Officials of Large Fairs.

Letter from Sam.H. Green,  
Secretary-Manager, Calif.  
Dairy Council, San Francisco,  
addressed to Sec. Wallace,  
dated Dec. 5.

"I attended the latest National Dairy Show at St. Paul, Minn., and spent an entire week there. In my judgment, the most impressive and instructive of all the exhibits was that of the Dairy Division. I spent several hours of every day studying the panels and talking with the attendants. I found many others doing the same. I am sure you will be pleased to know that I thought highly enough of this exhibit to authorize the expenditure of over \$300 in reproducing enlarged photographs of the 51 panels for exhibition at Pacific Slope Dairy Products Show, Fresno. These enlarged photographs will be exhibited in several parts of California during the coming year."

Letter from O.M. Plummer,  
Gen. Mgr., Pacific Inter-  
national Livestock Exp. Co.,  
Portland, Ore., to Mr.  
Lindstrom, dated Jan. 4.

"The dairy exhibit was a wonderful work of art and one which created a great deal of interest. The facts and figures and illustrations shown in the various booths would require practically a week's time for anyone present to digest. There were hundreds of people during the show who made careful study and undoubtedly took away with them a great deal of good."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

OFFICIALS OF BUSINESS OR ASSOCIATIONS DIRECTLY CONNECTED  
WITH AGRICULTURE

From letter of Jas.  
E. Downing, Field  
Sec., American  
Berkshire Ass'n.,  
Springfield, Ill.,  
to Dr. J. R. Mohler,  
Chief, B. A. I.,  
Dec. 7, 1921.

"I want to express my admiration and appreciation for the splendid work the boys put on at Chicago, and am sure that the exhibit you had there will bring its reward and liberal returns for all the efforts put forth. The man in charge seems to be the right man for the place, and I noticed that the boys were kept pretty busy making memoranda of things to be sent to farmers with whom they were talking. That, in my judgment, is a good way to get publicity into the hands of people whom it will most benefit."

From letter of Geo.  
S. Bulkey, Carnation  
Milk Products Co.,  
Mt. Vernon, Wash., to  
Mr. Burch, Editorial Of-  
fice, B. A. I., Dec.  
17, 1921.

"You will no doubt remember that while at the Dairy Show we had a talk concerning the possibility of my getting from the Dairy Division some slides covering the subjects as shown in the splendid exhibit which you had at that show. While this exhibit was at Portland it created a great deal of interest and I am sure it was greatly appreciated by everyone that attended there."

Letter from the Insti-  
tute of American Meat  
Packers, dated March  
10, 1922, addressed to  
Secretary Wallace.

"We were so favorably impressed by the Government exhibit at the International Live Stock Exposition, especially by that part which referred directly to meat production and consumption, and have heard so many favorable comments on it from both producers and packers, that we feel it would be helpful, as a means of making the economic importance of meat production better understood and the wisdom of increasing meat consumption fully realized, to circulate as widely as possible the educational message which the exhibit carried."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVESTOCK EXPOSITION - 1922.

Letters from officials of businesses or associations directly connected with agriculture.

Extract from letter from A. H. Smith, President, New York Central Railway system, N. Y., to Mr. Hiscox, dated Jan. 8.

"The exhibit of your department at the International Livestock Exposition was attractive and I found it of genuine interest."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1921.

Letters from Officials of Businesses or  
Associations Directly Connected with Agriculture.

Excerpt from letter of W. D.  
James, Pres., James Mfg. Co.,  
(large makers of dairy barn  
equipment), Ft. Atkinson, Wisc.,  
to K. E. Parks, Dairy Engineer,  
B. A. I., dated Oct. 24, 1921, on  
another subject.

"I want to take this opportunity of  
congratulating you upon the wonderful exhibit  
you had at the Dairy Show. To me it was by  
far the best thing I have ever seen, and I am  
wondering if you have any pictures of this  
exhibit. If you do have some, I should like  
very much to get one, as I have referred to  
this exhibit in every talk that I have made  
since my return to Fort Atkinson. It would  
be a splendid thing to have pictures of this  
exhibit so that when we meet the farmers  
throughout the country we might tell them  
of the great work done by your department. I  
talked at some length with some of your men,  
and expressed my appreciation of the wonderful  
contribution your department is making in  
behalf of the dairy cause."

Excerpt from letter of Rudolph R.  
Krebs, of the James Mfg. Co.,  
(largest manufacturers in the  
world of labor-saving barn equip-  
ment), Ft. Atkinson, Wisc. to  
U. S. Dept. of Agriculture,  
dated January 11, 1922.

"Your exhibit at the National Dairy Show  
was one of the most striking and most in-  
structive exhibits of any kind I have ever  
seen."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1922.

Letters from Officials of Businesses or  
Associations directly connected with Agriculture.

Letter from A. J. .  
White, Vice-Pres.,  
Mistletoe Creameries,  
San Antonio, Texas,  
dated Oct. 27.

"The writer had the opportunity of noting  
your display at the National Dairy Show. The  
information was wonderful and most valuable, but  
it was of such volume that one to grasp it all  
would have to devote several days to its study."

Letter from the Quaker Oats  
Co., Chicago, Ill., dated  
Oct. 13, concerning the  
1922 Dairy exhibit.

"The writer was very much impressed with  
the excellent charts or colored maps made up by  
your Department. I find that the information  
represented on these charts will be very useful  
to us, and undoubtedly to anyone, connected with  
the dairy industry in any way."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVESTOCK EXPOSITION - 1922.

NEWS ITEMS

Excerpt from an article in the  
"Rocky Mountain Husbandman"

"In the United States Department of Agriculture exhibit at the International Livestock Exposition, Chicago, December 2 to 9, the subject of statistics is handled in an unusual way. The statistical information is "sugar coated" and made attractive, without impairing accuracy, by the combined skill of the artist, of the photographer, and of the exhibit expert. Interesting pictures of various kinds convey the desired information; and figures, in the past so formidable, are largely secondary in the style of display."

Excerpt from article published in  
Chicago Daily Drovers Journal,  
Dec. 8.

"Not the least important feature of the International is the display put on by the United States Department of Agriculture. It is a great improvement over the one made last year. Last year the panels were in light colors, which gave them a strong staring effect, but this year the panels are done with enlarged pictures, with a pastoral green background. The government exhibit is really an abbreviated college education and more people are giving it minute study than at any previous show."

Extract from article appearing  
in Southwestern Stockman Farmer,  
Dec.

"One of the most interesting features of the International Livestock Exposition held at the Union Stockyards, Chicago, the past week, was the exhibit of the United States Department of Agriculture. While the display was chiefly in the form of pictorial booths, several pens of live animals and poultry were used to illustrate recommended practices in correct breeding and management. The exhibit was attractive and of practical importance to the livestock farmer."

In a two column article appearing  
in the Wisconsin Agriculturist for  
December, the following statement  
was made:

"The Government exhibit was made up of a large number of booths with three walls covered with pictorial charts vividly picturing the essentials of animal production. Much of the material was gathered by personal visits to farms located in the Corn Belt and adjoining territories. These booths were therefore excellent portrayals of actual conditions and results obtaining on many of our good live stock producing farms. The exhibit was well worth the time and expense involved in going hundreds of miles for any live stock farmer."







Extract from article published  
in Ft. Worth Livestock Reporter, Dec.

"In the United States Department of Agri-  
culture exhibit at the International Live  
Stock Exposition, Chicago, the subject of  
statistics was handled in an unusual way."







COMMENTS ON THE GOVERNMENT EXHIBIT AT THE  
INTERNATIONAL LIVE STOCK EX-  
POSITION - 1921

NEWS ITEMS

"Indiana Farmer,"  
Dec. 17, 1921.

"The largest educational exhibit was that made by the U. S. Department of Agriculture. It occupied an entire room of the big international building and featured many phases of the department's work. Perhaps the one thing that attracted more interest than any other in this exhibit was the model hog farm equipment. A Duroc sow and litter of pigs were confined in a pen containing all the approved equipment, including a colony house, summer shade, barrel waterer, creep, self-feeder, flat bottom trough, hog wallow, etc. Shipping and breeding crates, loading chutes, and other equipment were also shown.

"Near this model pig pen were shown two lots of pigs, one lot infested with worms and the other free of these parasites. The wormy lot gained, during a certain period, only 171 pounds, while the wormy-free litter gained during the same period 322 pounds. The system of eradicating worms is one of sanitation and consists as follows: First, clean the farrowing pens with hot water and lye. Then wash the dirt from the skins of the sows before farrowing and put them in clean pens. Within two weeks after farrowing remove the sows and pigs to clean pasture and keep the young pigs on clean pasture for at least four months. It is necessary also, of course, to give good feed, water and shelter.

"The government exhibit was so extensive that one could easily have spent a full day looking it over, covering as it did so many different subjects. It included eleven booths, three special features and numerous supplementary attractions."

"Northwest Farm-  
stead," Dec. 15,  
1921.

"The educational exhibits, particularly that of the U. S. Department of Agriculture, no doubt were far in advance of any heretofore shown at the International. Live cattle and live hogs helped to drive the lessons home in a way that has never been approached at any other exhibition.

"For instance, there were 3 pens of Durocs which taught the lesson of how to avoid thumps as a result of round worms. In the first pen was a sow and a litter of pigs. A couple of them were smooth, slickhaired, fat and healthy. There were others whose hair had commenced to roughen, and others whose sides had already begun to "thump." In a second pen were a bunch of healthy shoats, and in a third another bunch whose growth had been stunted by round worms which had invaded their lungs at a later stage than those in the first pen.

"On placards were given what is known as the McLain County system of preventing round worms, which is briefly as







"Northwest Farmstead",  
Oct. 15, 1921.  
Aberdeen, S. D.

"Know your Markets", says the sign over one of the 25 government booths. Statistics are strikingly displayed, and the producer is invited to send for those of the Markets Bureau's publications which he can use. They are listed:

1. Dairy Market Report
2. Weekly Butter Market Review
3. Weekly Cheese Review
4. Monthly Fluid Milk Price Report
5. Monthly Condensed Milk Price Report
6. Monthly Powdered Milk Price Report
7. Monthly Export Report
8. The Market Reporter.

"Another booth shows an incident in a southern state. Nineteen bulls of what W. A. McKerrow would call the knot-head variety were replaced by six purebred Guernseys. The purebreds cost \$125 a piece, a total of \$750. The knot-heads had brought more than enough to pay for the good bulls which were amply sufficient for the community, required less aggregate labor in care and ate only about a third as much feed."

"A panorama showed the farm and cattle of a man who was a member of neither the bull association nor the cow testing association. Nondescript cattle and ramshackle buildings portrayed poverty. The farm of the neighbor member (both photographic reproductions) tells the story of prosperity, the result of breeding, testing and feeding for production.

"Inspectors from the Bureau of Markets are ready to grade dairy products on the terminal markets of New York, Philadelphia, Boston, Chicago, San Francisco and Washington. Butter is scored 45 points for flavor, 25 for body, 15 for color, 10 for salt and 5 for package. A booth tells about the service and how to get it.

"Another tells of a waste of millions of dollars worth of products in the whey from cheese making and how they may be saved. It's a grand exhibit and does credit to the men and women who planned it."

"New York Produce  
Review and American  
Creamery, Oct. 19,  
1921. 173 and 175  
Chambers St., N.Y.C.

"One of the largest single exhibits was that of the U.S. Department of Agriculture. The exhibit was critical of the American Dairy Industry, insisting that average production is much too low. But it was constructively critical in that it showed the sure means of producing better dairy cattle and thereby bringing production up to what it ought to be. There were nearly 30 booths in the exhibit and each







of them carried a lesson but so attractively presented that it looked like entertainment. Practically the entire showing was made in pictures, actual photographs of dairy cattle and dairy scenes taken in various parts of the country. These photographs were enlarged until some of them were 24 feet long. Then they were colored, and additional photographic figures were added to carry out the idea.

"The national need for cows of higher producing capacity was shown in a booth contrasting average production in other dairy countries with the United States. The average cow in the United States produces 3,627 pounds of milk a year. In Denmark the average is 660 pounds. In the Netherlands it is 7,585 pounds and in Switzerland 6,950 pounds.

"From that point, the exhibit went on to show the various steps by which production can be increased in this country. Special panoramic scenes were shown, designed to stimulate an interest in the various phases of dairying which have a bearing on larger and more economical production of milk and other dairy products. Better sires was the first essential stressed. The importance of cooperative bull associations was shown as furnishing the one sure means by which even the small cattle owner can have access at reasonable cost to bulls of proven ability in siring daughters of high production. The next thing brought out was the necessity for cow testing. The man who owns poor cows, it was shown, must live in a poor house while the man who keeps good cows, may, if he chooses, live "in a good house and be surrounded by comfort." Men keep low producing cows, it was shown, because they do not know what their cows are doing. The one sure means of knowing and, therefore, of keeping the right kind of cows is through the cow testing association.

"One of the most spectacular booths showed a fair scene in a county where the farmers had organized a co-operative bull association and a cow testing association. Six purebred bulls replaced 19 bulls of mixed breedings, saving the feed and labor necessary to care for 13 bulls as well as laying the foundation for high producing herds. All of the bulls, the 6 purebreds along with the 19 discarded ones, were shown in a roped arena, with the farmers of the community gathered around.

"But production of milk and other products were not allowed to monopolize the exhibit. Equal attention was paid to marketing and to utilization of milk. A system of account for milk plants was shown and a specialist was in







attendance to explain any features of it. A series of pictures showed economy in delivery. Right and wrong ways of loading wagons were presented. A glimpse of foreign markets was given. "Our market grows larger", the legend said, "as the world becomes smaller." It was shown that the government is studying dairy conditions and the demand for dairy products in all countries of the world and passing the information on to producers of milk and milk products in the United States.

"The whey utilization booth was one of the most interesting features of the exhibit from the standpoint of the manufacturer of milk products. For some time past, the Department of Agriculture has been carrying on experiments to find new ways of utilizing the enormous quantities of whey wasted in the United States every year. The exhibit showed the production of whey to be 3,796,000 pounds a year. It contains 182,224,000 lbs., of lactose, 30,370,000 lbs. of protein and 26,574,000 lbs. of milk salts.

"While the experiment is still incomplete, a number of uses for whey are suggested. Dried whey, for instance, is found to be satisfactory substitute for eggs in baking, and cakes made with dried whey were on exhibition. Sugar extracted from whey was also shown to have commercial possibilities if the market for milk sugar can be extended.

"In another booth, various ways of utilizing milk were presented together with the amounts of the various products that can be made from 100 pounds of four per cent milk.

"In a special dairy laboratory, the visitor was shown how bacteria counts are made, how various types of media are prepared, and what equipment is desirable for a modern laboratory for chemical and bacteriological examination of milk. In connection with this laboratory, there was shown a significant result of a study of the streptococci carried on by the department for a number of years past. Hemolytic streptococci are bacteria which cause certain types of pneumonia and other diseases in human beings. About two years ago, it was found that these bacteria were apparently identical with certain streptococci found in the udders of cows. All tests then known showed them to be the same, and milk was therefore brought under suspicion as a possible carrier of human disease.

"Work was begun in the dairy division laboratories of the department to devise, if possible, a more accurate test. This test is now established and was shown for the first time at the National Dairy Show. It clearly reveals that the two kinds of streptococci are different, and apparently, it definitely removes the suspicion that natural milk from healthy cows may be a disease carrier."







"Hoard's Dairyman",  
Oct. 28, 1921, Ft.  
Atkinson, Wisc.

"The dairy cow a market for feed" was the central theme of the Government exhibit. It sought to present the economies of dairying from the viewpoint of good breeding and selection to secure cows that would pay well for feed, how to best feed these cows to secure the best production, and, finally, the more complete utilization of their product. It was largely told by chart and picture, and that the story was interesting was evidenced by the many people who stopped to study and sought to carry away with them the lesson as well as the information. Pencil and notebook were in evidence as the sightseers passed from booth to booth.

"Are farmers interested in statistics? This question was answered by the large numbers stopping at the booth telling the story: "The dairy cow is still a relatively good market for feed." This comprised a chart showing the spread between the feed cost of a pound of butter and the price of butter (extras) on the New York Market. The cost was based on the assumption that the average cow consumes 18 lbs. hay, 3 lbs. corn, 2 lbs. oats, and 1 lb. cottonseed meal to produce one pound of butter. Feed prices were charged at Minnesota farm prices prevailing on January 1 and July 1 of each year as shown by government reports. The figures covered the years 1914 to 1921, the following table showing the spread in price or profit above cost of feed for the dates given:

Year	January 1.	July 1.
1914	16.2 cts.	9.6 cts.
1915	16.3 "	10.0 "
1916	15.4 "	9.8 "
1917	20.1 "	12.5 "
1918	20.9 "	13.6 "
1919	28.8 "	13.3 "
1920	28.7 "	17.7 "
1921	28.9 "	13.2 "

"Many there were struck not only by the spread in prices but also by the regularity with which the summer spread appears, the lowest.

"Better sires were emphasized by illustrations of what they had accomplished. Nine years ago an eastern farmer was offered an opportunity of securing a purebred bull to improve his herd. He wouldn't be bothered and "didn't have time". His neighbor accepted the proposition. These two farms and their herds were very similar at the time, but their story as shown in two booths side by side portrayed an entirely different ending. The one farmer still has scrub cattle and the farmer has made little progress toward financial independence. The other farm is now stocked with high producing cows and has the appearance







of prosperity in better buildings, etc.

"The Bureau of Markets was well represented by six different booths that showed the "International Milk Pool", the desirability of package standardization, reasons for cooperative market organizations and essentials for their success, the market news service, how to secure better inspection service at the large markets, and the general purpose and desirability of market information.

"The full purpose and scope of this most interesting exhibit cannot be told in words, at least we can give here only a relatively hasty summary. We shall hope later to be able to present it in a more interesting and usable form."

"The Iowa Homestead",  
Des Moines, Iowa,

"There are about 3,796,000 lbs. of whey made in the cheese factories of the nation, according to charts exhibited at the show by the dairy division of the U. S. Dept. of Agriculture. In that amount of good whey there is actually as much valuable protein as there is in 180 million pounds of beef and yet most of it is wasted. Whey contains such vital by-products as lactose, proteins and milk salts. Science, which has taken all but the grunt from the pig and converted into usable things, is now telling the dairyman what he is wasting in whey. Among the machinery exhibits were many makes of whey separators which enabled the show to carry a whey conserving message, among other vital messages, back to the farms of the dairy sections. It costs less nowadays to save whey for whey butter or other products than it does to drain it into the sewer.

"The demand for sanitary milk is increasing. People are getting finicky, and if the dairymen get enough more to repay them for additional equipment required to produce it, they will gladly cater to the trend of the trade. One of the government exhibits called attention to the fact that whole milk will keep sweet under summer conditions for 118 hours from milking time if prompt cooling, clean cattle, sterile utensils and the small-top pail are employed. Of all these common, easily attained factors, the greatest and most vital is prompt cooling. Again the commercial exhibits came to the fore with reminders that such equipment can easily be obtained and at relatively low prices. Cooling immediately after milking to 50 degrees Fahrenheit will keep down bacteria and maintain a sweet natural wholesome condition in the milk. Plan this winter for proper cooling equipment if you lack it.

"Is the dairy cow a relatively sound market for farm grained and concentrates? By all means, said the graphic chart in the splendid and varied exhibit by the U. S. Dairy Division and the Bureau of Markets.







See how they figured it out. Farm feed prices were taken for the period between January, 1914, and June, 1921, and the butter quotations for the same period as paid for New York extras. Allowance was made for freight in all figures. The ration given was suitable to maintain a cow in good order and produce 21 pounds of whole milk, or what is deemed the equivalent of one pound of butter. The feed was based on Minnesota prices paid by farmers. The ration was 18 pounds hay, two pounds oats, three pounds corn, and one pound each of bran and oil meal. The margins, of course, varied. The difference between the cost of this mixture in Minnesota and the price offered per pound for butter - New York extra with freight deducted - was considered as the margin. In January, 1914, the margin was 16 cents. The lowest margin was 10 cents in July, 1915. The two highest margins - 29 cents - occurred in January and November, 1919. The latest margin was shown for May, 1921, which was 13.2 cents."

"Farmer and Stock-

(Also appeared in  
Iowa Homestead,  
Nov. 3, 1921.)

"Certainly the extensive and forceful exhibit of stationery material, such as charts, diagrams, figures and maps presented at the National Dairy Show by the U. S. Bureau of Markets and the Dairy Division at Washington, was a credit to the men who planned it. It occupied a half section on the left side of the gallery and the uniform color scheme was light green. Compo boards of light durable material formed the background and framework of the exhibit, on which were either painted or photographed the various effective statements and lessons brought forward for the scrutiny of the dairymen. Some tastily illuminated miniature barnyard and farm field scenes with photographic backgrounds and photographic cut-out cattle, more than half life-size, added to the vigor with which such things as bull clubs, better sire campaigns and cow-testing associations were emphasized. At each of the 20 or more separate booths in this exhibit were stationed men who gladly gave out special bulletins and folders containing messages in line with each subject presented, and these men also discussed problems with the visiting dairymen.

"Among the important subjects treated in graphic style were cattle diseases, value of liberal rations to cows before calving, butter and cheese marketing, dairy organization, bull clubs, community milk consumption, butter inspection and the use of uniform butter shipping containers, the economy of dairying compared to other lines of farming, and lessons in comparing domestic production and grading standards with those in other leading dairy countries. The U. S. Department of Agriculture has helped the National Dairy Show in a wonderful manner and hardly







a single lesson that it gave out in this form failed to reach some person or group of persons at the show who will profit by it - and thereby raise the ambitious standards of the whole country. The improvement in this department over former years lay in the neatness and uniformity of the exhibit. Some lines attempted in other years were impossible for lack of funds."

"Nebraska Farm Journal", Nov. 1, 1921.

"The Government exhibit, developed largely by the officials of the Dairy Division and Bureau of Markets, easily eclipsed anything that the Government has attempted at any previous dairy show. One section of this exhibit showed panoramic views of the home of the scrub bull and the home conditions that generally go hand in hand, such as old and dilapidated farm buildings, out-of-date equipment, supervised by a man who had no faith in cow-testing or bull association work. In striking contrast to this was a view of a modern farm equipped with up-to-date fixtures, such as silos, convenient barn, purebred bull, and the farmer much interested in cow-testing and bull association work. Both of these views were said to be actual farm scenes and developed from actual photographs taken on the farms.

"Another feature of this same exhibit showed a 6 purebred sires contrasted with 19 of the scrubbiest of scrub bulls, the object being to demonstrate the remarkable increase in production where careful attention is given to selecting the right bulls. The lesson also emphasized the fact that thru the use of purebred bulls as suggested by bull association work, there would be only one-third of the number of bulls to purchase, feed and care for.

"Nutrition experts, under the supervision of Miss Jessie Hoover of the U. S. Dairy Division, were on the job to point out just how milk, cream, butter and cheese should be prepared and balanced to give the best results for the growing child, and plenty of good reasons were given as to just why the average adult should indulge more liberally in the use of milk and milk products. There also were several booths explaining other activities of the Dairy Division."

"National Stockman and Farmer", Oct. 22 1922.

"The U. S. Dept. of Agriculture's dairy exhibit was one of the outstanding educational displays of the show. It is doubtful if ever a better display had been arranged by the Dairy Division. Twenty-five booths artistically arranged and handsomely decorated, fitting into the whole scene in harmony, brought out in each case definite lessons and drove home economic production at every point along the whole line of production. The U. S. has the best dairy stock in the world, but the predominance of inferior animals puts us in fourth place on the basis of average production. Holland ranking first, with Switzerland and Denmark next."







"Missouri Ruralist,"  
Nov. 1, 1921.

"The Government exhibit, developed largely by the officials of the Dairy Division and Bureau of Markets, easily eclipsed anything that the Government has attempted at any of the previously held dairy shows. One section of this exhibit showed panoramic views of the home of the scrub bull and the home conditions that generally go hand in hand, such as old and dilapidated farm building, out-of-date equipment, supervised by a man who had no faith in cow-testing or bull association work.

"Another feature of this same exhibit showed six purebred sires contrasted with 19 of the scrubbiest of scrub bulls, the object being to demonstrate the remarkable increase in production where careful attention is given to selecting the right bulls.

"Useful articles manufactured from the by-products of the dairy attracted much attention, as did also the up-to-date bacteriological equipment with attendants in charge to show interested visitors, just how to control bacterial growth in dairy products.

"Nutrition experts, under the supervision of Miss Jessie Hoover of the U. S. Dairy Division were on the job to point out just how milk, cream, butter and cheese should be prepared and balanced to give the best results for growing children, and you may be sure plenty of good reasons were given as to just why the average adult should indulge more liberally in the use of milk and milk products."

"Dakota Farmer",  
Nov. 1, 1921.

"Although the National Show was successful in every respect, it was quite apparent that the true educational feature of the exposition was somewhat neglected. The only educational displays were those from the U. S. Dept. of Agriculture, dairy division, the State of Wisconsin and the State of Minnesota. It would appear that this great exposition should pay more attention to educating people to the suitability of milk and dairy products as human food."

"The Dairy Record,"  
Oct. 19, 1921

"Perhaps for the first time at National Dairy Shows, the educational exhibits of the Government - the Dairy Division and the Dairy products section of the Bureau of Markets - were placed according to their importance, occupying as they did a large and prominent space on the balcony, where every visitor would be sure to see them and did see them.

"The Government people had made the most of the splendid opportunity, and their contribution to the educational value of the Show was a striking and valuable one. A general description of the exhibit was contained in last week's Dairy Record, and the limit of space in this







issue permits only a mere mentioning of a few outstanding features that hit right home to the thousands of farmers and creamery men viewing them with deep interest.

"The value of purebred dairy sires was told in scenes taken from actual life, and so was the operation of bull associations and of other campaigns directed by the Dept. of Agriculture. Charts and graphic illustrations were used in other exhibits to show ways to better dairy-ing, production statistics and conditions, marketing conditions and the market service of inspection and reporting furnished by the Department.

"All in all, it was the most educational and striking exhibit demonstrating the why's and wherefore's and where-to's in the dairy industry ever gotten up, and fortunately, the farmers of the Northwest were there and saw it."







COMMENTS ON THE GOVERNMENT EXHIBITS AT THE  
NATIONAL DAIRY SHOW, HAMLINE, MINN., 1922.

NEWS ITEMS

Excerpt from article appearing in "Kansas Farmer", dated Oct. 21.

"At no other dairy show has the Government provided a more comprehensive or interesting exhibit than the one at this year's show. It reflected much credit upon the men of the U. S. Department of Agriculture and others cooperating with it."

Excerpt from article appearing in "Farmer and Breeder", Nov. 1.

"The National Dairy Show at Minneapolis was the greatest event of its kind due to the tremendous impetus that has been given to the whole dairy industry throughout the Northwest in the past two years. It was considered the biggest and best exhibition of its kind that has ever been seen in this country. The government exhibit attracted much attention from dairyman many of whom retained for practical use the lessons set forth in the displays."

Excerpt from article in "Pennsylvania Farmer", Nov. 4.

"Particularly attractive and distinctly educational in its nature was the exhibit put on by the United States Department of Agriculture. It occupied more than four thousand square feet of floor space and far surpassed any former exhibit. At no other dairy show has the Government ever offered a more comprehensive or interesting exhibit than the one at this year's show. It reflected much credit upon the Department."

Excerpt from article in "The Farmer", dated Oct. 21.

"Any farmer or dairyman who visited the United States Department of Agriculture exhibit at the National Dairy Show and gave at least an hour to the study of that display could not help but return home with new ideas on dairy management. In breeding of the dairy herd, feeding for milk production, and marketing the product, a complete education was offered in condensed form."

Excerpt from article appearing in "Indian Farmers' Guide", Oct. 28.

"The feature of the educational exhibits was the display of the United States Department of Agriculture. In the form of models, photographs, charts and explanatory statements, arranged in consecutive booths this display was a complete dairy education in condensed form. It covered every phase of dairy management including improvement of the herd by breeding, increase of production by better feeding and increase of profit by marketing the quality product."







National Dairy Show - 1922 - News Items.

Excerpt from article appearing in "Rural New Yorker", dated Nov. 4.

"The Federal Government displayed a most illuminating array of facts about the dairy cow, the dairy industry and the complicated economics involved in producing and marketing dairy products. The research involved in compiling this data is simply stupendous. It was staged and illustrated in an attractive, understandable form, and released information that every dairymen could use and adopt in his every day farm practices. Even the most casual observer found himself studying."

Excerpt from article appearing in "Dakota Farmer", Oct. 12.

"The Government exhibit at the National Dairy Show was the most complete and comprehensive educational exhibit in the history of American dairying. The outstanding features of this year's exposition are the usual display of dairy cattle, etc., and the U. S. Government exhibit. The U. S. Department of Agriculture exhibit consists of 25 booths which contain in display booths statistical information narrating the progress of the dairy industry in the United States. In all, the dairy exhibit is one of the outstanding educational features of the entire Exposition."

Excerpt from article appearing in "Creamery and Milk Plant Monthly", dated Nov., 1922.

"The U. S. Department of Agriculture exhibit sent to the National Dairy Exposition was elaborate and highly instructive."

Excerpt from article appearing in "Chicago Dairy Produce", dated Nov. 21.

"The 1922 dairy exhibit, made and sponsored by the U. S. Department of Agriculture for the purpose of carrying the message of better dairying to the dairy farmer, is making one of the important stands of the season. The exhibit created a great amount of interest and favorable comment and the verdict of the public after examining the exhibit was that 'it set a new high standard of educational value and attractiveness, and a person can get more real information about dairying here than anywhere else in the same length of time.' It was the verdict, in many cases, of persons who had seen former dairy shows and former government exhibits, including the one of last year, which is still in circulation in response to continued demands."

Excerpt from article appearing in "Chicago Dairy Products", dated Oct., 1922.

"This display covers almost one-half of the mezzanine floor of the Machinery Building and commands great attention from the visitors and the many features devised to attract interest were apparently not wide of their mark."







Extract from article appearing in "Michigan Farmer", Sept. 16.

"The Writer has attended these annual exhibitions for the past eighteen years and by comparison he feels that there was more to provoke constructive thinking in the displays of this year than at any previous sessions during that period. The exhibits of the United States Department of Agriculture gave among other things, a comprehensive idea of the factor entering into the marketing of milk, the various items in the cost of dairy feeding, the value of cow-testing associations in building up dairy herds and cutting down production costs, and how bull associations are bringing the best dairy blood within the reach of the small farmer."

Excerpt from article appearing in "Hoard's Dairyman", dated Oct., 1922.

"Again this year the government outdid itself in the preparation of valuable material for this exposition. It was arranged much as was done last year, but the material was all new. Various booths attracted different people but they all had lessons that were carefully studied by many. Those interested in pasteurization found how milk was safe-guarded by this process and how this process was gaining in favor as a protection to the milk supply of cities, the larger municipalities pasteurizing 98 percent of their supply. Dairy statistics supplied much information that was so displayed as to be interesting as well as instructive. These booths discussed problems in feeding and breeding cows, in the care of cream for whipping, silage flavors in milk, care of the milking machine, and many other daily perplexities of the dairy farmer. In addition to the exhibit by the Dairy Division, the Bureau of Agricultural Economics showed how it was seeking to be of service to the dairy industry. Samples were shown of the various daily, weekly and monthly market reports it was supplying to all who are interested. Statistics were shown of the international trade in dairy products and information given as to the essentials for successful cooperative marketing. We shall present all this in picture and story in later issues of Hoard's Dairyman, for the information is just what readers ask of us every day in the year."

Excerpt from article appearing in "Holstein-Friesian Registrar", Oct., 1922.

"One of the best methods of marketing home-grown feeds is through good dairy cows, says the U. S. Department of Agriculture. This fact was brought out emphatically in an exhibit that was shown by the department at the National Dairy Exposition in St. Paul.







Excerpt from article appearing in "Holstein-Friesian Registrar", cont'd.

It displayed in a convincing manner the results that come from giving the food to different herds. These results showed that:-

If you sell feeds to high-producing dairy cows you have a good and constant market.

If you sell feeds to dairy cows you have a constant market.

If you sell feeds to purebred, high-producing dairy cows you have a double market - a market for calves and a market for milk.

It pays to know whether a cow is a good, poor or high producer. This is shown in one part of the exhibit devoted to cow-testing associations. In one association the poorest cow produced in a year only enough income over cost of feed to buy a two-cent stamp. To pay for labor and overhead expenses her owner had only the manure, skim-milk and calf."

Excerpt from article appearing in "Milk Dealer", for November.

"At the National Dairy Exposition in St. Paul, October 7 to 14, the United States Department of Agriculture had as a part of its exhibit illustrations that showed the value of milk for both children and grown-ups. That many persons still fail to recognize the importance of this food has been shown by surveys which brought out that from 15 to 25 percent of school children are undernourished. Even on farms some children suffer from a lack of sufficient food of the right kind. It has been found that in many rural communities only about 50 percent of the children get milk every day, and one out of five is undernourished. In a typical agricultural county in the middle west it was found by actual count that two out of every five school children did not drink milk daily, and one out of every six was seriously undernourished. In this part of the exhibit the department showed how regular weighing and measuring of children at school awakens their interest in food habits and health. Everything needed for this sort of work in schools was shown, including ways of serving milk at school. According to the department, teachers report that increased use of milk by children makes a great improvement in their health, conduct, and scholarship. In addition to the suggestions for children there were also suggestions for including milk in the diet of adults doing various kinds of work."

In the "Kansas Farmer" of Oct. 21, Dr. J. N. Frandesen, Counselor for the Capper Farm Press and Editor of the Journal of Dairy Science makes the following statement:

"Particularly attractive and distinctly educational in its nature was the exhibit shown by the U. S. Department of Agriculture. It occupied more than four thousand square feet of floor space and far surpassed any other. At no other dairy show has the government exhibit offered a more comprehensive or interesting exhibit than the one at this year's show."







It reflected much credit upon the men of the Dairy Division, the U. S. Department of Agriculture and others cooperating with it."

In "Farm Stock and Home" of November, an entire page was devoted to a description of the Department's exhibit at the National Dairy Show. In conclusion, the author, Mr. B. H. Leonard, stated:-

"Taken as a whole, the government exhibit was much more practical this year than ever before. They have gotten away from the idea that they are professors, putting out a series of lessons to the farmers, and have presented the facts which the department has gleaned thru contact with large numbers of herds, and a great many people."

Excerpt from article appearing in the October 18 issue of "New York Produce Review" and "American Creamery".

"The U. S. Department of Agriculture presented a wonderful exhibit occupying half of one of the balconies in the main exhibit building. There were 25 panels which had been built in the Office of Exhibits. The panels showed dairying from the feeding and breeding to the manufacture of milk products, and the marketing. A six minute movie brought out the need for better bulls in humorous and animated cartoons. H. T. Baldwin of the department acted as publicity man and explained that 75 percent of the entire exhibit showed results obtained from experiments made or consummated during the past year by the Department of Agriculture."

Excerpt from article appearing in "Pacific Homestead", Oct. 26.

"On the mezzanine floor was the wonderfully attractive and instructive exhibit of the U. S. Department of Agriculture, an exhibit different in many ways from the one shown last year at the Pacific International by the same department."







Comments on the Government Exhibit at the  
International Dairy Show 1921.

---

News Articles.

"Michigan Farmer",  
Oct. 22, 1921,  
Detroit, Mich.

"Twenty-five remarkable government exhibits occupying over 360 linear feet of balcony space taught their lessons in interesting and pleasing style. More than 50 lessons presented in effective graphic style sound reasons and methods for increasing the average return per head by cow-testing, by the use of better sires and better breeding methods, by improved cost methods and improved methods of distribution of milk, and by controlling and suppressing diseases which affect cattle. Other booths portrayed the best in business and marketing of dairy products and the market inspection service offered by the Department of Agriculture."

"Hoard's Dairyman",  
Oct. 14, 1921, Ft.  
Atkinson, Wis.

"Nearly everyone who passed through the cattle barns was attracted by the government exhibit. It was interesting. Facts were driven home in a manner that was very fascinating. Each of the 8 separate compartments was devoted to one separate idea. The booths explained the following subjects: (1) Common diseases of dairy cattle. A cow suffering from tuberculosis was contrasted by means of a life shaped specimen to a healthy cow. Several phases of the disease were shown. (2) Lessons in milk production were illustrated by showing the value of a cow testing association. (3) The workings of the bulletin section. Instructions in securing the many useful circulars was one of the main themes of this department. (4) Bull associations, their need and benefits. (5) The real cause for fluctuation by period of butter prices. (6) Package standardization. (7) Market reports. (8) Co-operative marketings."

"New York Produce  
Review and American  
Creamery", Oct. 29,  
1921. 173 and 175  
Chambers St., N.Y.C.

"There is much praise for the government exhibit which was shown at the National Dairy Show. Its high artistic quality, as well as the completeness with which it covered the field of activities of the Dairy Division contributed to these good opinions. Chief Larson of the Dairy Division and most of his assistants are back from the show, but a good part of the exhibit is to be sent to the Pacific Coast to be exhibited in several events which are to be given there in the interest of the dairy industry."







follows:

1. Clean the farrowing pens thoroughly with hot water and lye.
2. Wash the sow thoroughly all over before farrowing time.
3. Move the sow and pigs after two weeks to a clean pasture.
4. Keep the pigs in clean pasture until 4 months old.

"Keeping pigs clean prevents a whole lot of other trouble besides round worms," said a boy in a crowd to a Northwest Farmstead man as they were looking at this exhibit. "Last year said the boy, "I was working on a farm where they were feeding 1200 head of hogs. I bought a pig from my employer and put it in a separate pen of its own. I kept that pig and pen thoroughly clean. Cholera invaded the herd, and the hogs were dying right and left. My employer came to me and said, "I don't want you to lose by buying that pig. I will give you your money back." But I said, "No." I kept the pig and continued to keep it clean. My pig was the only one on the farm that lived. Every other one died."

"Another exhibit shown by the Dept. of Agriculture was a sow and her litter of pigs in a yard equipped ideally for the purpose - a self-feeder for the sow and another inside a small yard equipped with pig creeps at the corners for the pigs, a properly balanced ration in the self feeders, including a mineral mixture in a small self-feeder, a shade of poles and straw, a self-operating watering device made of a barrel, a hand hurdle made of strips nailed across half of an old buggy fellow, yard and gates built economically, but very conveniently. There was nothing in the exhibit that was expensive, nothing that ought not to have been there, and yet nothing was lacking that you could think of.

"The U. S. Department of Agriculture's exhibit was magnificent throughout. Its new wireless market and weather service was demonstrated with an instrument that brought the data to the building, where it was posted up as rapidly as it arrived."

"Meat and Live-  
Stock Digest,"  
December, 1921.

"The U. S. Department of Agriculture had on display at the International Live Stock Exposition an effective exhibit featuring the food value of meat and the economic value of live stock production. This exhibit was of the sort calculated to increase meat consumption and thereby benefit both the producer and consumer. In explanation of the exhibit, which deserves the appreciation of the meat and live stock industry, the Department said:

"One of the great values of meat-producing animals to the country is as salvagers of materials that would otherwise go to waste. The making of meat is not, as sometimes contended, a waste of food that might be used directly by humans with







greater economy. Although animals, especially hogs, eat much corn and other grains that are used in one form or another by humans, they consume them along with large quantities of such coarse feeds as grass, hay, corn-stalks, cereal by-products, straw, cottonseed meal, oil meal, fish meal, tankage and silage. Without our great herds of live stock, a considerable share of the plant products grown each year would be wasted, yet on such feeds as most of those mentioned a man would soon starve."

"The exhibit depicted meat as a food that "sticks to the ribs" and fulfills the demands of the laborer, the brain worker, and the athlete. Attention was called to the fact that the most powerful nations in the world are what might be termed meat eaters, and that while America has been rising to her present eminence she has been one of the greatest consumers of beef, pork and mutton. The exhibit also showed that to get from meat the essential elements for energy, growth and repair, it is not necessary to eat the most expensive cuts and illustrated the great diversity of appetizing and nutritious meat dishes. The value of the cheaper cuts was demonstrated, and ways were shown for serving all sorts of meats in all kinds of appetizing forms."

"Farmer and Stockman," Nov. 17, 1921.

"B. H. Heide, Manager of the International Live Stock Exposition, which will be held Nov. 26 to Dec. 3, inclusive, announces that prospects for the big show were never brighter. The U. S. Department of Agriculture exhibits at the state fairs this year were much improved. The most important features of these will be shown in connection with the department exhibit at Chicago, which will be larger and more comprehensive than heretofore."

"The Wisconsin Farmer," Dec. 8, 1921.

"Hog men were greatly interested in an exhibit made by the U. S. Department of Agriculture, showing clearly by means of colored micro-photographs the several stages which the ordinary roundworm in hogs passes through to reach maturity. Starting with the mature worms in the intestines of a hog, let us follow its life cycle: The female worm lays eggs by the thousands every day. One female is capable of producing eggs by 80 million in a year, so even if a hog hasn't more than a dozen worms it can readily be seen that the number of eggs laid daily reaches an enormous total. These eggs do not hatch in the intestine of the hog, but pass out with the excrement. They begin to incubate in the yard or hogpen whenever the temperature is between 60 to 80 degrees Fahrenheit. Here they incubate for two weeks, then the incubation stops and the partially incubated egg may remain quiescent in the barn lot or manure pile for as much as five years without deterioration, regardless of temperature and other weather conditions."

"Farmer and Stockman," Dec. 8.

"Iowa Home-stead," Dec. 8.







"These partially incubated eggs eventually find their way into the stomach of the hog when the latter eats feed contaminated with barnyard filth. Upon reaching the intestine the incubation process immediately continues and in a few days a worm, microscopic in size, is freed from the egg. It then passes through the intestines and into the blood stream. From here, still microscopic in form, it passes into the liver, through the liver into the heart, through the heart into the lungs. While this process continues the microscopic worm does not increase in size, but when it reaches the lungs it starts to grow to a certain extent, but still remains very minute.

"In a short time it causes the pigs to cough and thump. In fact 90 per cent of the disease known as thumps is caused by the roundworm while it is in the microscopic stage in the lungs of the hog. These worms are coughed up, then swallowed and returned to the intestines where they reach their full development. The lesson which the department of agriculture emphasized with photographs, drawings, and live pigs, was this: The brood sow should be thoroughly washed and cleaned just before farrowing and should also be put into a thoroughly cleaned and disinfected pen, bedded with clean, fresh straw or other suitable material. When a pig is born under such conditions and the pen is kept clean and sanitary for the first two to four weeks after the birth of the pig, there is very little chance of their becoming infested with worms, and, therefore, also little danger of thumps, for, as previously stated, thumps are in nearly all cases the result of worm infestation.

"Three different lots of pigs were exhibited. In one pen were a dozen pigs that weighed about 54 pounds per head. They had been wormy while very small and had had thumps which had greatly interfered with their growth. Next to these pigs was another lot of 6 of about the same age. They had been farrowed under sanitary conditions so that they did not become infested with worms. They weighed about 104 pounds per head - nearly twice as much as the first mentioned, which one would ordinarily call runts.

"The third pen was occupied by a sow with a litter of about 12 pigs. These pigs had also been farrowed under sanitary conditions, and when they reached Chicago were in perfect health. Some of them were inoculated with worm eggs a few days before the International Show opened. Three others were inoculated the same way three days later. As a result, all these inoculated pigs had thumps, as was evident to everyone who looked at them. The pigs which had not been inoculated with the worm eggs were as healthy as they were the day they were born. This exhibit showed most clearly the whole life cycle of the roundworm and brought home to the hog men, who took time to study the proposition, in a practical way, how worms in pigs may be prevented.







"When the intestines have become infested with worms, clearly the only thing to do is to administer some worm remedy, but the important thing is to prevent infestation in the first place and since the young pigs always get the worm eggs from their dam, the importance of keeping her clean is evident.

"Another splendid exhibit made by the U. S. Dept. of Agriculture called attention to the fact that the annual loss to agriculture from bovine tuberculosis amounts to 40 million dollars. Statistics were displayed which showed that in 1920, 37,492 carcasses of cattle and 15,609 carcasses of hogs were condemned on account of tuberculosis. In addition to this there were 54,670 parts of carcasses of cattle and 534,631 parts of carcasses of hogs condemned on account of the same disease. In other words the total amount of meat condemned was approximately 25 million pounds - a quantity that would feed 160,000 people meat once a day for an entire year. In this exhibit attention was called also to the progress that is being made by the federal government and the several states cooperating in establishing accredited herds of cattle. There are now in the United States 103,046 herds of cattle under supervision. Seventy-two thousand herds have passed one test and nearly 10,000 herds are on the accredited list while there are close to 16,000 on the waiting list to be tested.

"The following were given as reasons why breeders should strive to have their herds accredited: First, it increases the value of the animals; second, it gives confidence to the prospective buyers; third, an accredited herd is listed on the honor roll; fourth, cattle from accredited herds may be shipped interstate without test; fifth, cattle free from tuberculosis give maximum returns for feed consumed; sixth, tremendous cattle losses are eliminated from herds once they have been freed from tuberculosis; and seventh, an accredited herd brings infinite satisfaction to its owner. It makes him feel that he is doing a greater work when he knows that every animal on his farm is absolutely free from this insidious disease.

"The U. S. Dept. of Agriculture also showed graphically something of the progress that is being made through the better-sires campaign. One striking feature in connection with this display was the exhibition of a reproduction of a bas-relief of an Egyptian bullock that existed probably 56 centuries ago. This showed that they had as good cattle in those days as we have now. In one sense of the word it is probable that we have made but very little, if any, progress in cattle improvement since those early days. We think we are doing wonderfully well in animal improvement and so we are, but the fact remains that our civilization is by no means the only one that has had good cattle.

"Attention was called to the fact that over 300 farmers in Pulaski County, Virginia, had pledged themselves never to







breed to anything but purebred sires. In a number of our other counties similar pledges have been signed by a large number of farmers. It was stated by the department that in the last three years since the better-sires campaign was started, very marked improvement has been made in cattle, hogs, sheep and poultry, due to the more general use of purebred sires."

"Dakota Farmer,"  
Dec. 15, 1921.

"Conspicuous in the galaxy of educational features was Uncle Sam's exhibit, installed by the U. S. Department of Agriculture, a grain-grading demonstration, a grain and hay show, and a domestic science department.

"The exhibit, which covered 3,000 sq. ft. last year, was even larger this year. Many of the exhibits of agricultural colleges and crop associations were likewise expanded. Not laborious lists of statistics nor musty laboratory specimens but actual animals and regular life-size equipment were the outstanding features of the exhibit by the U. S. Department. The great importance of livestock in the national economy and the importance of economical methods of handling and feeding the animal on the farm were brought out by some of the most striking methods of demonstration yet used at this famous show.

"Show visitors are usually in a hurry and have many things to see, but the Department made it easy for them to select what they wanted. Ten booths and a number of panels were devoted to various activities. Occupying a large amount of additional space were special animal exhibits showing what actually has been done by good and poor methods of feeding beef cattle, and what has been accomplished by the recently devised sanitary system of hog production. The Bureau of Animal Industry, the Forest Service, the Bureau of Public Roads and the Office of Farm Management and Farm Economics were represented in the display, which was under the direction of the Department's Office of Exhibits.

"The booth labeled "Better Sires - Better Stock" was of intense interest, due to its herd improvement lesson. But this was only one of a long line of show places that were advertised under such titles as "In and Out of the Forest," "Range Sheep Improvement," "Sheep on the Farm," "The Story of Farm Power," "Power of Meat," "Accredited Beef Cattle Herds," "Animal Welfare and Meat Production" and "On Guard Against Foreign Plagues."

"In one pen was a good type of feeder steer, and next to it, piles of various feeds that are used to put beef on the ribs of such a steer in the most economical fashion. Then came a finished steer made ready for the market on just such feeds. There is no hocuspocus in this - the animals and the feeds were right there. In the same way was demonstrated what the Department's devised system of hog-farm sanitation has to do with the development of pigs into profitable hogs.







The pigs were there on all four feet. Also their enemy, the round worm - minus the feet."

"Breeder's Gazette,"  
Dec. 8, 1921.

"One could well afford to spend an entire week studying the corn and small grain exhibits, and the educational features which go to make up the big grain and hay show. Displays by the Federal Department of Agriculture, by the state agricultural colleges and experiment stations and state boards of agriculture provided food for thought on many new subjects. Lessons in improved methods of corn growing, hog feeding, seed certification, the use of purebred sires, steer feeding and many other lines of farming were driven home by exhibits which filled one big room, and space along the walls of the big show room.

"The Government display was probably the best agricultural exhibit ever sent out from Washington, showing methods of swine feeding management and sanitation that caught the eyes of hog men. The value of a purebred sire was brought out in a forceful way, and also better methods in feeding by two live steers. The best rations were shown, with the actual feeds needed to put a steer from the feeder to the prime beef class."

"Michigan Farmer,"  
Dec. 10, 1921.

"The U. S. Department of Agriculture exhibit represented a new high mark for government exhibits. Chief interest was manifest in the exhibit on yards and appliances and sanitation for hogs. The whole exhibit was lifelike and the hogs were fat and contented, showing they appreciated good surroundings as well as the gaze of thousands of visitors. Individual hog houses for farrowing with a hinged roof on one side for sunlight, and the home-built shade shelter were occupied by a sow and litter. The shelter was constructed out of a few posts set upright across which poles were laid, these being covered with brush and then straw. Interest also centered in the barrel self-waterer, the self-feeder built to handle corn, tankage or soy-beans, salt and mineral feed, the open trough and feeding floor.

"Types of breeding crates and shipping crates were on display together with simple home-made loading chutes. Three litters of pigs showed visitors the loss and damage from round worms. Pigs free from worms make faster gains than those infested with the parasites, altho receiving identical rations."

"Kansas Farmer  
and Mail and  
Breeze," Dec. 10,  
1921.

"An exhibit by the U. S. Dept. of Agriculture was one of the real features of the show. This was a huge affair, and the greatest effort of its kind which the Government ever had made. A special effort was made to show the need for increased meat consumption, which now is at the rate of 142 pounds annually, as compared with an average of 155 pounds before the war. With a production this year of 3 billion







bushels of corn, or about 28 bushels for every person in the country, it is evident that we must market a large part of it through the livestock route, and to make this effort the most successful it will be helpful if a larger use of meat can be obtained. I noticed that this part of the exhibit "got over" quite well with that proportion of the visitors who obviously were from Chicago.

"Farmers, on the other hand, took perhaps a larger interest in that section of the exhibit which played up the management and care of livestock herds. This was especially true with that part which told of methods of reducing the "runt" evil, and how to fight such common diseases as contagious abortion and hog cholera.

"The boys' and girls' club folks were much in evidence and the young people had as their guest no other than Henry C. Wallace, Secretary of Agriculture."

"Wisconsin  
Agriculturist,"  
Dec. 3, 1921.

"Meat production was pictured at the International in the finished product. The visitor, however, could not see what had taken place on the farms where the various animals were produced. There has been breeding, care, feeding and management all woven into the production of one animal.

"To bring out these steps and make them visible to the visitor the U. S. Dept. of Agriculture reproduced these steps pictorially in 11 splendid booths and through special features where live animals were used. Anyone could study the exhibit and then walk into the judging arena and see the results of the government teachings in actual living animals. A brief outline of a few of the exhibits in booths will well illustrate what the International is really a climax of.

"Live stock well bred and well cared for has greater earning capacity than inferior animals. The national campaign for better sires and better stock directed attention to that fact and pointed out that good pure bred sires will quickly improve the quality and productiveness of the average herd. It showed pictorially that some of the cattle bred centuries ago were of better quality than scrub cattle in the U. S. today, and that without definite breeding plans no farmer can expect to improve his animals. By contrast another picture illustrated the improvement possible even in the first cross when a purebred bull is used.

"A large map of the world showed the names and locations of serious live stock diseases that occur in other countries, but from which the U. S. is free. This freedom is due not to good fortune, but to organized effort. The purpose of the map was to show the public what the Department, through its animal quarantine service, is doing to exclude foreign plagues. Farmers were urged to respect and support this "service," which is being conducted for their benefit. Every live stock owner was asked to report promptly any strange disease, and especially any case that resembles feet and mouth disease.







"A healthy herd of well bred cattle - that is the desire of every progressive cattle man, and the Department of Agriculture is helping him to fulfill it. The accredited herd plan explained in this booth was a system of testing cattle for tuberculosis, so that disease could be eradicated at minimum cost to owners through a system of indemnity for cattle found to be tuberculous. Besides, the cattle man whose stock passes the required number of tests receives a certificate that enables him to ship animals interstate without additional testing. The exhibit showed the losses which the industry suffers because of tuberculosis. The obvious remedy is to test the cattle, remove the diseased ones, and ultimately have a healthy, accredited herd.

"The effect of roundworms in hindering the growth of pigs was clearly shown by live pigs, pictures, and printed explanations. Pigs free from worms grow faster and larger than pigs that are infested with these parasites. The litter of 6 worm-infested pigs gained altogether 171 pounds in a certain period, while the neighboring 6 pig litter kept on the same food but raised without worms, gained 322 pounds, or nearly twice as much in the same time.

"The Department has determined practical means of protecting hogs from worms, and the exhibit told about the method. The worms themselves, alive and wriggling were on exhibition. Because the plan was first put to a practical and successful test in McLean County, Ill., the system of keeping pigs free from roundworms is known as the McLean County System of Swine Sanitation.

"Hog comfort and health are big items in pork production. The way a hog farm is equipped, therefore, has much to do with its earning power. The kinds of hog farm equipment shown in the exhibit have stood the test of practical use. Everything shown is in actual size. Persons wishing to build any of the equipment for themselves may not only obtain plans from the Department, but may build with the assurance of satisfaction.

"Runts: Cause and Remedy," presents pictorially the results of the Department's inquiry into this practical live stock question. It shows that inferior breeding and poor feeding are the chief causes of runty live stock, and that weaning time is the critical time in a young animal's growth. Another panel tells how to combat contagious abortion when the disease enters a herd. Additional directions tell how to keep the disease out of healthy herds. What hog cholera costs the country, both in hogs and in wasted feed, was the topic of the third panel. The thirty million dollar annual loss can be largely avoided through sanitation and the use of the preventive serum treatment.

"This exhibit shows the quantity of feed required to fatten a steer in the Corn Belt and brings out the advisability of feeding roughages and grain on the farm rather than sell-







ing the crops direct. The first steer was an average feeder, typical of thousands fed every year. Near by was the feed used by such a steer during the period of fattening, and finally we had the finished animal ready for market. An accompanying financial statement showed the expenses involved in fattening steers in the Corn Belt.

"The 1921 corn crop amounts to more than 3,000,000,000 bushels or about 28 bushels for every person in the United States. The enormous size of the crop has made the price to growers exceedingly low, in many cases under 30 cents a bushel. The best market for this corn is to feed it to live stock, thus concentrating it, saving freight and preventing waste through storage. To make such a feeding program a success, the Dept. of Agriculture asked the public to increase its use of meat. Meat consumption per capita is now at the rate of 142 pounds annually, compared with about 155 pounds for the 5 years before the World War. If every person eats one pound and an ounce more of meat per month, meat consumption will go back to practically normal and will help prevent a great national loss.

"To guide the public in buying meat economically the Department presented, in this booth, price ratios which showed how prices for different cuts of meat compared, pound for pound, with what producers get for live animals. Any person can make his own ratio for any day by dividing the butcher's price for a pound of any cut by the price of the corresponding live stock as given in the daily paper.



